

# 1,000 Seat "Super" Theatre Comes to Torrance

Stars Appear in Person October 2nd . . .



SHIRLEY JONES



GIG YOUNG

## YMCA BENEFIT NIGHT Tuesday Evening, October 1st

Sterling Theatres are turning their new Rolling Hills Theatre over to the Torrance Family YMCA for the Preview Opening performance on Tuesday evening, October 1.

The local youth agency has named Board member Dr. Rollin R. Smith General Chairman of the charity event. At the present time YMCA members are selling tickets to all who would enjoy the evening. Donation is \$1.25.

Smith stated that the funds will go toward support of the

### MOVIE GOER TO SEE TOP FILM HITS . . .

#### "A TICKLISH AFFAIR" AND "IRMA LA DOUCE," STARTERS

Only first-run films of the highest quality will be shown . . . The movie goers of this area will not be disappointed with the Rolling Hills Theatre film selection . . . As a good example, to follow up the opening film "A TICKLISH AFFAIR" the terrific motion picture "IRMA LA DOUCE" will start October 23rd. The theatre will go "all out" to keep the customer 100% satisfied.

#### WELL-PLANNED THEATRE

One of the problems with conventional theatres in the recent past was the lack of parking, which accounted for the rise in popularity of the drive-in theatre as a type in the automobile heavy area of Southern California. Immediately in front of the new theatre will be more than ample parking since it is located in the Rolling Hills Plaza Shopping Center. This makes for excellent civic planning, where valuable land, so necessary for parking, can be used by many stores and shops during the day and yet have another use in the evenings. Another "drive-in" theatre approach used in this building will be a self-service refreshment counter, with vending machines supplementing food and drink items.

The lobby will house many objects of both art and graphics, designed specifically for the theatre, and as with the decor, will be coordinated by the architect as to colors and theme. While the lighting will be brilliant in the entrance and lobby areas, it will be subtle mood lighting in the auditorium proper.

#### SPECIAL SHOWS FOR THE JUNIORS EVERY SATURDAY

The management of the Rolling Hills Theatre has been very successful in arranging special programs for the juniors, giving them pictures they desire to see, and permitting each and every one to participate in these different types of contests. In these contests 15 prizes will be given away every Saturday.

The first matinee will be on Saturday, October 5th—and it will be an all-comedy program—the picture being JERRY LEWIS in "THE DELICATE DELINQUENT" and the "3 STOOGES IN ORBIT." Box office will open at 12:15 and the show will start promptly at 1:00.

Each and every Saturday—2 wonderful features and the best cartoons and short subjects. Participation by the youngsters will be encouraged to give the matinee a HORSE PARTY feeling. Opportunities will be given to all to display their talents—sing—dance quick—gun—yo yo, etc. etc. with prizes to the youngsters.

A Saturday matinee is an ideal place for Parents to hold their birthday parties—with special sections of the theatre roped off for the group. A birthday cake is especially baked for the youngster with the audience all joining in singing HAPPY BIRTHDAY. The youngster is given VIP treatment as well as a pass for two future Saturdays.

## Veteran Theatre Man to Manage Rolling Hills Theatre

Nat Levine has been selected to be the Manager of the new and beautiful ROLLING HILLS THEATRE because of his extensive background in the motion picture industry. Recently was Manager of the Pictair Theatre in Los Angeles—and prior to this association successfully produced and distributed motion pictures for many years.

Nat has always been a showman and an innovator—and plans to inaugurate many new ideas and firsts in the operation of this first run theatre. He has been a resident of Southern California for 35 years and has always been active in civic and charitable affairs and certainly intends to make himself and the theatre an integral part of the community life in the South Bay area.



MR. NAT LEVINE

#### DIGNITARIES TO CUT RIBBON . . .

Among the many personalities to be on hand for ribbon cutting ceremonies will be Mayor Albert Isen, members of the City Council, Torrance Airport Commission, and other city officials. The mayors of all adjoining cities have been invited to attend.

#### STERLING THEATRES BUILDS FOR THE FUTURE

Sterling Theatre Co. has built more theatres in the last 3 years than any other theatre company. Four in Seattle, the new Rolling Hills Theatre. Included in the growing company are recreation facilities for today and tomorrow . . . including bowling alleys and golf courses. Two new courses are planned for Los Angeles area in near future.



MR. FRED DANITZ  
President, Sterling Theatres

#### ARCHITECT DESCRIBES NEW THEATRE AS UNIQUE

Architect Roland Decker, Pierson, A.I.A., whose office handled the design, construction and interior decorating of the new theatre, has designed many motion picture houses. Based on many years of experience in design of drive-in theatres, as well as conventional theatres, the new structure will use many of the best features of both.

Architect Pierson, a native Californian, received his degree in Architecture from the University of California at Berkeley. After many years of experience with well known local architectural firms, in all fields of construction, he established an office in Los Angeles. While it appears that theatre design is a specialty, the Pierson office does much work in fields of residential design, commercial design, industrial design, and planning.



ROLAND DECKER PIERSON, A.I.A.

## PIZZA PALACE

FOR FAMILY FUN

**TORRANCE**  
3848 Sepulveda  
at Hawthorne  
FR 8-8282

**GARDENA**  
14008 Crenshaw  
N. of Rosecrans  
323-8270

**TORRANCE**  
1157 W. Carson  
Near Downtown  
FA 0-5555



## BANJO and PIANO

FRIDAY — SATURDAY — SUNDAY

## PIANO

WEDNESDAY — THURSDAY



## SWEDISH CORNER

FROM

### WELCOME TO ROLLING HILLS PLAZA

Before the movie you can make your night complete with a delicious meal from Swedish Corner. All you can eat for only \$1.75 per person. The atmosphere is authentic—just a bit of Scandinavia in Southern California. Plan now to dine at Swedish Corner and enjoy the latest movie at Rolling Hills Theatre. You'll long remember this delightful evening.

PACIFIC COAST HIGHWAY  
SOUTH OF ROLLING HILLS THEATRE



**ROLLING HILLS PLAZA**

MERCHANTS ASSOCIATION  
Proudly Welcomes

Rolling Hills  
Theatre

To Rolling Hills Plaza

- |                        |                           |
|------------------------|---------------------------|
| ASIATIC IMPORTS        | DR. OVERYBY               |
| BEACH MATERNITY        | PLAZA QUALITY MEATS       |
| BECK'S LITTLE FOLKS    | PLAZA SHOE REPAIR         |
| BELTONE CLEANERS       | PRIDE AND GROOM           |
| HAIR STYLISTS          | QUALITY SHOES             |
| CARILLO SAVINGS & LOAN | ROLLING HILLS INTERIORS   |
| CITIZENS NATIONAL BANK | NORGE VILLAGE             |
| DOREE ANN              | SHEARER'S                 |
| FAMILY SIDPOCKET       | RAY'S STARLITE BEAUTY BAR |
| FLORENCE FABRICS       | STATE OFFICE SUPPLY       |
| FOODS COMPANY          | STYLES OF HAWAII          |
| HARBOR ESCROW          | SWEDISH CORNER            |
| HOUSE OF CHANVICIER    | CONTINENTAL COIFFURES     |
| JOEL'S FASHION CENTER  | THRIFTY DRUG STORE        |
| JULIA WHITE GIFTS      | CRENSHAW AUTOMOTIVE       |
| KAM'S MEN'S STORE      | JEFFERSON, INC.           |
| KING BARBER SHOP       | ROLLING HILLS PLAZA       |
| LY-BETTS               | CARWASH                   |
| MARSDEN REAL ESTATE    | LOVER'S BARBECUE          |
| NEWBERRY'S             |                           |

Pacific Coast Highway at Crenshaw  
Torrance



A good time is being had by Rod Britton, Gig Young, Shirley Jones and other guests at the Rolling Hills Theatre. The picture being shown is "A Ticketish Affair" and audiences are also going to have a good time watching this new Metro-Columbia-MGM comedy "Irma La Douce" which is being shown in the new theatre. "Irma La Douce" is in Preview and color.